processing means for receiving said obtained data, collecting data relating to said characteristics of said two or more persons based on said received data, and extracting common elements from characteristics of said two or more persons from said collected data;

means for generating an advertisement related to products or services, said advertisement optimized according to said common elements for said two or more persons at said location; and,

means communicable with said processing means for transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said said two or more persons.

2. (Amended) The system as claimed in Claim 1, further including database memory including data relating to: said two or more said persons in said group, said persons data including identity data, data relating to a plurality of products and services, and advertisement data relating to various ones or categories of said products or services, said processing means collecting data by querying said database memory for identifying two or more persons at said location.

3. (Amended) The system as claimed in Claim 2, wherein said two or more persons at said location perform a product purchasing transaction, said obtained data including products/services and corresponding process as chosen by said two or more persons, said collected data including data relating to common products being purchased at the location.

4. (Amended) The system as claimed in Claim 3, wherein said collected data includes a history of prior products and service purchase transactions completed by said two or more persons identified in said group.

5. (Amended) The system as claimed in Claim 2, wherein said means for obtaining data relating to two or more persons includes means for obtaining data relating to physical characteristics of said two or more persons, said collected data including data relating to common physical characteristics of persons at said location.

6. (Amended) The system as claimed in Claim 5, wherein said means for obtaining data relating to physical characteristics includes means for obtaining biometric data of said two or more persons.

7. (Amended) The system as claimed in Claim 2, wherein said means for obtaining data relating to two or more persons includes means for obtaining data relating to behavioral characteristics of said two or more persons, said collected data including data relating to a common activity performed by two or more persons at said location.

8. (Amended) The system according to claim 4, wherein said processing means further comprises means for classifying obtained data according to predetermined criteria and generating classification data, said classifying means classifying data according to two or more criteria selected from the group consisting of: a person's age, gender, area of residence, citizenship, physical characteristics, type of products involved in a current transaction, and prices of products involved in a current transaction.

11. (Amended) The system according to Claim 10, wherein said processing means further includes:

means for associating products/services with said common personal characteristics of said two or more persons; and,

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means for ranking suitable products/services for advertisement according to said

common personal characteristics, said selecting means selecting an optimized advertisement

according to said ranking.

16. (Amended) A method for generating an advertisement optimized for two or more

persons located at a public location, said method comprising the steps of:

a) obtaining data relating to characteristics of said two or more persons at a public

location during a period of time;

b) collecting data relating to said characteristics of said two or more persons based on

said obtained data;

c) extracting common elements from characteristics of said two or more persons from

said collected data and associating products and services for advertisement with said common

characteristic elements;

d) generating an advertisement related to products or services, said advertisement

optimized according to said common characteristic elements for said two or more persons at

said location; and

e) transmitting said optimized advertisement to a communication device located at

said public location for communicating said optimized advertisement to said two or more

persons.

17. (Amended) The method as claimed in Claim 16, further including the step of:

storing data in a database memory, said data relating to: said two or more said persons in said

group, said persons data including identity data, data relating to a plurality of products and

services, and advertisement data relating to various ones or categories of said products or

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services, said collecting data step b) including the step of querying said database memory for identifying two or more persons at said location.

18. (Amended) The method as claimed in Claim 17, wherein said two or more persons at said location perform a product purchasing transaction, said obtained data relating to products/services and corresponding process as chosen by said two or more persons, wherein said collected data includes data relating to common products being purchased at the location.

19. (Amended) The method as claimed in Claim 18, wherein said collected data for each said two or more persons includes a history of prior products and service purchase transactions completed by said two or more persons identified in said group.

20. (Amended) The method as claimed in Claim 17, wherein said step of obtaining data relating to two or more persons further includes obtaining data relating to physical characteristics of said two or more persons, said method further including associating products and services for advertisement with said common physical characteristics of persons at said location.

21. (Amended) The method as claimed in Claim 20, wherein said step of obtaining data includes obtaining biometric information data of said two or more persons.

22. (Amended) The method as claimed in Claim 17, wherein said step of obtaining data further includes obtaining data relating to behavioral characteristics of said two or more persons, said method further including associating products and services for advertisement with a common activity performed by two or more persons at said location.

23. (Amended) The method according to claim 19, wherein said collecting step further includes the steps of classifying obtained data according to predetermined criteria and generating classification data, said predetermined criteria selected from the group consisting

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of: a person's age, gender, area of residence, citizenship, physical characteristics, type of

products involved in a current transaction, and prices of products involved in a current

transaction.

26. (Amended) The method according to Claim 25, further including the step of

ranking suitable products/services for advertisement according to said common personal

characteristics of said two or more persons, said selecting step selecting an optimized

advertisement according to said ranking.

29. (Amended) A program storage device readable by a machine, tangibly embodying

a program of instructions executable by the machine to perform method steps for generating

an advertisement optimized for two or more persons located at a public location, the method

steps comprising:

a) obtaining data relating to characteristics of said two or more persons at a public

location during a period of time;

b) collecting data relating to said characteristics of said two or more persons based on

said obtained data;

c) extracting common elements from characteristics of said two or more persons from

said collected data and associating products and services for advertisement with said common

characteristic elements;

d) generating an advertisement related to products or services, said advertisement

optimized according to said common characteristic elements for said two or more persons at

said location; and,

e) transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said two or more persons.

30. (Amended) The program storage device as claimed in Claim 29, wherein the method steps further includes the step of: storing data in a database memory, said data relating to: said two or more said persons in said group, said persons data including identity data, data relating to a plurality of products and services, and advertisement data relating to various ones or categories of said products or services, said collecting data step b) including the step of querying said database memory for identifying two or more persons at said location.

31. (Amended) The program storage device as claimed in Claim 30, wherein said two or more persons at said location perform a product purchasing transaction, said obtained data relating to products/services and corresponding process as chosen by said two or more persons, wherein said collected data includes data relating to common products being purchased at the location.

32. (Amended) The program storage device as claimed in Claim 31, wherein said data collected for each said two or more persons includes a history of prior products and service purchase transactions completed by said two or more persons identified in said group.

33. (Amended) The program storage device as claimed in Claim 30, wherein said step of obtaining data relating to two or more persons further includes obtaining data relating to physical characteristics of said two or more persons, said program storage device further including associating products and services for advertisement with said common physical characteristics of persons at said location.

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